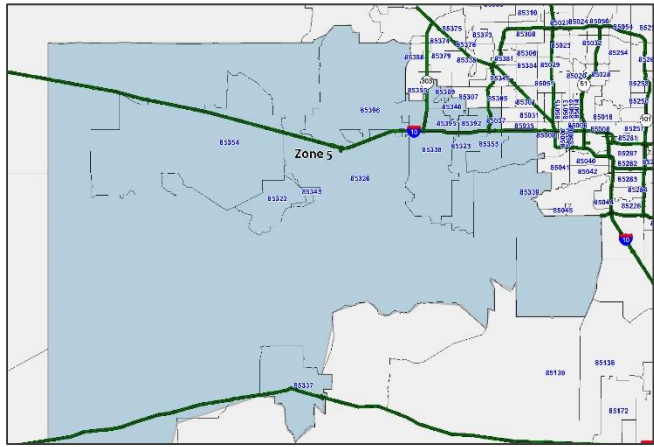


ZONE 5: SW VALLEY PROFILE

Included Zip Codes					
85037	85043	85323	85326	85338	85339
85340	85353	85354	85396	85392	85395

Circulation	
W.F.S	12,132



Serving the following communities:		
Phoenix	Arlington	Avondale
Buckeye	Goodyear	Litchfield Park
Palo Verde	Tolleson	Tonopah

Digital
swvalley.azcentral.com averages 164,000+ monthly page views

Key Demographics	
Population:	456,351
5-year projected growth:	17%
Households:	133,647
5-year projected growth:	14%

Population by Age	
Age	%
<18	30%
18-24	11%
25-34	15%
35-44	15%
45-54	12%
55-64	9%
65+	8%
Median Age	31.0

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Mainstream Families – 37%

Mainstream Families refers to a collection of eight segments of middle-class and working-class child-filled households. While the age range of adults is broad--from 25 to 54--these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes--including mobile homes--and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

#2 – Young Accumulators – 17%

#3 – Midlife Success – 12%

Household Income	%
<\$25,000	18%
\$25,000 - \$49,999	27%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	6%
2015 Med HHI	\$55,035

Looking to reach SW Valley residents? Ask us about:
 Southwest Republic – southwestvalley.azcentral.com – Targeted Display – Search Engine Optimization – Direct Mail – Buyer’s Edge



Source: Nielsen 2015, Arizona Republic 12 month average (2015), Omniture January-December 2015, average

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